

# Trash Free Piscataqua Project Prospectuses

## May 2018

## Single-Use Packaging

### Statement of Need

Consumer packaging litter is unsightly, expensive to clean up, and threatens habitats and wildlife in the Piscataqua Watershed. This project will determine the extent of the problem, improve communication between agencies and organizations that are already participating in similar work, provide appropriate solutions for municipalities and regional stakeholders, and evaluate progress through various outreach campaigns, such as repeated litter surveys.

### Project Goals

This project will:

1. Utilize existing and crowd-sourced data to identify and track litter hotspots.
2. Reduce reliance on bins and other open containers for recycling and obtain covered carts in areas where there is curbside recycling.
3. Work with efforts like the Every Drop campaign to leverage branding and messaging templates – particularly those related to stormwater management and MS4 permitting in the watershed.

Ultimately, this project will reduce the flow of litter by capturing it at its source.

### Measures of Success

- Develop a database of communities with curbside recycling and the number of residences in each.
- Provide at least 10,000 households per year for 4 years (total of 40,000 households) with rolling, covered carts for proper disposal.
- Train at least 20 volunteers to collect data on litter hotspots using Marine Debris Tracker and spend at least 16 hours each collecting data from March through October.
- Develop a map showing litter hotspots and the top litter items for each region in the watershed.
- Distribute branding and messaging regarding single-use plastics within at least 3 municipalities within the watershed.
- Continuously survey litter levels in the watershed and track whether there is a significant reduction in the number of single-use plastics recovered.

### Potential Actions

To achieve the aforementioned, the following actions are outlined:

**Task A:** Collaborate with Regional Planning Commissions, municipal leadership, and the Northeast Resource Recovery Association (NRRRA) to identify communities with curbside recycling and calculate the number of single-family residences and multifamily residences with such access.

**Task B:** Work with The Recycling Partnership to obtain funding to access rolling and covered carts that may be given to single family housing in lieu of open containers and bins.

*\*Note: The Recycling Partnership supported the transition of three Piscataqua watershed towns from using 18-gallon open-air bins toward wheeled and covered 64 and 96-gallon carts.*

**Task C:** Begin work on data screening and develop a volunteer workshop and video. Kickoff mapping activities using the Marine Debris Tracker and identify hotspots and seasonality issues. Use the aforementioned to inform a targeted campaign.

**Task D:** Convene a working group (made up of champions from each subwatershed) to build upon successful existing campaign models and develop litter reduction projects for each subwatershed.

**Task E:** Collaborate with the “Every Drop” movement to blend single-use plastic issues into their branding and messaging templates, and deploy strategies from other successful campaigns (e.g., Skip the Straw).

# Derelict Fishing Gear

## Statement of Need

Every year, thousands of lobster traps are lost, abandoned, or washed up on the coast of New Hampshire and Maine from storms, vessel traffic, and interaction with other types of fishing gear. In This abandoned, lost, and derelict fishing gear (ALDFG) poses threats and hazards to beach and ocean users as well as marine mammals.

In addition to the commercial fishing industry's ALDFG concerns, derelict recreational fishing gear (e.g., monofilament, hooks, etc.) found in waters near popular fishing areas (piers, jetties, etc.) can cause injuries and entanglement for marine wildlife.

## Project Goals

This project will:

1. Collect information from the commercial and recreational fishing industries, regional divers, beach clean-up volunteers, etc., regarding underwater and land-based hotspots of derelict gear.
2. Establish a Gear Reuse and Recycling program in New Hampshire and Maine for both recreational and commercial fishing industries.
3. Conduct educational outreach to share proactive prevention methods and proper disposal procedures with the commercial and recreational fishing industries.

Ultimately, this project will focus on reducing and preventing ALDFG.

## Measures of Success

- Develop and maintain an online, current, and well-populated map of ALDFG along the coasts of New Hampshire and southern Maine and the Piscataqua River watershed.
- Increase the current number and geographic distribution of recycling/disposal sites in New Hampshire and in Southern Maine (Kittery and York).
- Promote fishing industry cleanup events on an annual basis by providing funding for costs associated with the event (e.g., disposal costs). Target: Spring fishing gear coastal cleanup events with commercial fishing industry along the New Hampshire and southern Maine coasts.
- Develop a sustainable means of maintaining a recycling/disposal program through increased partnerships with relevant municipalities, National Fish and Wildlife Foundation's current Fishing for Energy Program, etc.
- Host four professional development workshops for the commercial and recreational fishing industries to share prevention and recycling methodologies. Target: 40 fishermen, paid \$75.00 each for their participation.

## Potential Actions

To achieve the aforementioned, the following actions are outlined:

**Task A:** Conduct interviews and workshops with commercial and recreational harvesters and local scuba divers from Seabrook, New Hampshire through York, Maine. Collect information regarding underwater and land-based concentrations of gear and share preventative methods.

**Task B:** Ground-truth information from interviews: Side Scan Sonar, commercial and recreational harvester participation time, boat time, contractor time.

**Task C:** Develop and maintain an online, current, and well-populated map of ALDFG in New Hampshire and southern Maine coastal, estuarine, and tributary waters.

**Task D:** Increase the number of disposal sites between York, Maine and Seabrook, New Hampshire.

- Schedule
- Delivery
- Removal
- Disposal of collected gear in all locations.

**Task E:** Rent secure storage space to house fishable gear. Develop signage so as to label bins for proper disposal. Allow time for gear sorting and return to rightful owners.

**Task F:** Monitor bins for proper disposal. Determine if gear is fishable and if so, return to rightful owner.

**Task G:** Gear removal: Eight cleanups/year (coastal or underwater, four in spring and four in fall during non-peak fishing season) from York, Maine to Seabrook, New Hampshire and Isles of Shoals.

- Pay scuba divers, harvesters, etc. for time and boat usage
- NH Conservation Officer and Maine Division of Marine Resources assistance
- Contractor of each cleanup
- Crushers
- Dumpster fees.

**Task H:** Develop contact list, database, and cleanup methods housed on a collaborative website accessible by all partners and the public.

- Volunteer contact list
- Natural Resource Agencies contact information
- Dates of organized volunteer cleanup events (where legally allowed) and associated information.
- Data entry of ALDFG collected (e.g., weight, volume, number of traps, etc.).

**Task I:** Professional development workshops for commercial lobster harvesters.

- Space rental
- Refreshments
- Stipend for attendees
- Four workshops/10 harvesters each.

**Task J:** Establish a Monofilament Recovery and Recycling Program (MRRP) with a minimum of twelve monofilament disposal/recycling stations near recreational fishing areas and create educational information to heighten awareness of the negative impacts fishing line debris has on human welfare and marine life; decrease the amount of fishing line entering and remaining in the environment; and promote appropriate disposal of unwanted recreational fishing monofilament and associated gear (e.g., hooks, bobbers, lures, etc.).

- Construct monofilament recycling collection stations.
- Partner with NGOs involved in MRRPs, such as the Berkley Conservation Institute, local sporting stores, marinas, etc.
- Create a volunteer base to work with MRRP recycling stations and design an “Adopt-a-Station” Program.

- Develop and distribute educational media to target audiences on the environmental damage caused by discarded fishing line, hooks, etc.
- Develop an interactive database categorizing the amount of material collected and properly recycled and a map of the recycling station locations.

# Pet Waste

## Statement of Need

Improper disposal of pet waste is a priority issue in the watershed – on beaches, parks, trails and in neighborhoods. In addition to being an unsightly form of litter, pet waste can be tied directly to nutrient pollution and fecal coliform issues in our estuaries, rivers, lakes, and ponds. This project will encourage proper management of pet waste while also reducing the threat of nutrient and plastic pollution in the watershed.

## Project Goals

This project will:

1. Utilize existing and crowd-sourced data to identify and track pet waste pollution hotspots pre- and post-outreach implementation across the Piscataqua Region watershed – including both coastal systems (beaches and estuaries) and inland waterbodies (lakes, rivers, ponds).
2. Develop and implement a pet waste reduction strategy and framework for the Piscataqua Region watershed that can be replicated throughout New England.
3. Leverage innovative partnerships with retail outlets, municipal leadership and even the veterinary field to raise awareness and use as distribution channels in hotspot areas.

Ultimately, this project will change existing behavior/norms related to improper disposal of pet waste.

## Measures of Success

- Number of volunteers engaged in crowd source mapping.
- Number of volunteers who participate in training workshop for crowd source mapping.
- Number of residents reached through messaging and distribution of eco-friendly pet waste bags.
- Number of communities engaged.
- Number of groomers, veterinarians, animal shelters, etc. engaged.
- Number of events attended to distribute targeted messaging to dog owners.

## Potential Actions

To achieve the aforementioned, the following actions are outlined:

**Task A:** Begin work on data screening of existing sources to identify gaps in monitoring for pet waste across the region. Soft launch a crowd source mapping effort using the Marine Debris Tracker to monitor improper disposal of pet waste.

**Task B:** Develop and execute a workshop to train volunteers for a focused field season (March-October) to increase awareness of pet waste among participants and identify hotspots of pet waste. Information gathered will inform a targeted campaign.

**Task C:** Hire a part time position/intern to conduct one-on-one interviews with communities and organizations who have implemented previous or existing pet waste campaigns. Information gathered will inform future outreach and education efforts identified below.

**Task D:** Assess the approximate number of registered pets by working with appropriate municipal and county authorities. Work with municipalities to send a survey to residences with registered dogs to identify barriers of proper disposal of pet waste. Use this information and data from Task C to tailor targeted outreach messages and methods for each municipality.

**Task E:** Forge partnerships with the retail sector to donate supplies of eco-friendly pet waste bags.

**Task F:** Develop distribution channels for pet waste bags and targeted messaging with municipal sector leadership (during pet registration processes), groomers, veterinarians, animal shelters, and dog-friendly related events (e.g., Yappy Hours at local breweries, 5K races for dog owners, etc.)

**Task G:** Collaborate with the “Every Drop” movement to blend pet waste issues into their existing branding and messaging templates.

*\* Note: The “Every Drop” campaign now has “Pick up the poop – Poop Patrol” dedicated outreach and educational material.*